



Station Order Revised

FL Vote No on 6 Committee

Market: Tampa-St. Petersburg

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID
11594
Contact: Matt Oestreich
Email: moestreich@wfla.com

Phone: 813-221-5742
Fax: 813-275-8835
Direct: 813-314-5462

WFLA-TV

Program Name	DP	Days	Length	Gross Rate	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
WFLA 5a News	EM	M-F	30	\$300.00			1					1	1	3
5:00 AM 5:30 AM			30	\$900.00										
WFLA 5:30a News	EM	M-F	30	\$450.00	1								1	2
5:30 AM 6:00 AM			30	\$900.00										
WFLA 6a News	EM	M-F	30	\$1,000.00	1	1	1	1	1			1	1	7
6:00 AM 7:00 AM			30	\$7,000.00										
Today Show	EM	M-F	30	\$1,200.00	1	1	1	1	1			1	1	7
7:00 AM 9:00 AM			30	\$8,400.00										
Saturday Today	EM	Sa	30	\$650.00						1				1
7:00 AM 9:00 AM			30	\$650.00										
Sunday Today	EM	Su	30	\$650.00							1			1
8:00 AM 9:00 AM			30	\$650.00										
Today II	DT	M-F	30	\$900.00		1		1	1			1		4
9:00 AM 10:00 AM			30	\$3,600.00										
The Doctors	EF	M-F	30	\$450.00	1	1	1	1	1			1		6
3:00 PM 4:00 PM			30	\$2,700.00										
Dr. Oz	EF	M-F	30	\$725.00	1	1	1	1	1			1		6
4:00 PM 5:00 PM			30	\$4,350.00										
WFLA 5p News	EN	M-F	30	\$1,250.00	1		1		1					3
5:00 PM 5:30 PM			30	\$3,750.00										
WFLA 5:30p News	EN	M-F	30	\$1,250.00	1	1	1	1	1			1		6
5:30 PM 6:00 PM			30	\$7,500.00										
WFLA 6p News	EN	M-F	30	\$2,000.00	1	1	1	1	1			1		6
6:00 PM 6:30 PM			30	\$12,000.00										

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

ChrisV@mediastrategies.com

Date/Time Sent: 8/9/2012 3:38:09 PM

WFLA-TV

Page 1 of 2

8/21/12 FCC



Station Order Revised FL Vote No on 6 Committee

Market: Tampa-St. Petersburg

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11594

Contact: Matt Oestreich
Email: moestreich@wfla.com

Phone: 813-221-5742
Fax: 813-275-8835
Direct: 813-314-5462

WFLA-TV

Program Name	DP	Days	Length	Gross Rate	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
WFLA 7p News 7:00 PM 7:30 PM	EN	M-F	30	\$1,300.00 \$7,800.00	1	1	1	1	1			1		6
Ent Tonight 7:30 PM 8:00 PM	PA	M-F	30	\$1,300.00 \$7,800.00	1	1	1	1	1			1		6
The Voice 8:00 PM 10:00 PM	PT	M	30	\$14,000.00 \$28,000.00	1							1		2
Parenthood 10:00 PM 11:00 PM	PT	Tu	30	\$4,000.00 \$4,000.00		1								1
Law & Order SVU 9:00 PM 10:00 PM	PT	W	30	\$4,500.00 \$4,500.00			1							1
Office/Parks 9:00 PM 10:00 PM	PT	Th	30	\$6,000.00 \$6,000.00				1						1
Dateline 10:00 PM 11:00 PM	PT	F	30	\$6,500.00 \$6,500.00					1					1
WFLA 11p News 11:00 PM 11:35 PM	LN	M-F	30	\$1,700.00 \$10,200.00	1	1	1	1	1			1		6
Saturday 11p News 11:00 PM 11:35 PM	LN	Sa	30	\$1,700.00 \$1,700.00						1				1
Sunday 11p News 11:00 PM 11:35 PM	LN	Su	30	\$1,700.00 \$1,700.00										1
Tonight Show 11:35 PM 12:37 AM	LF	M-F	30	\$675.00 \$4,050.00	1	1	1	1	1			1		6
Station Gross Totals				\$134,650.00	13	12	13	12	13	2	2	13	4	84

① 1135p-12m due NFL

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

ChrisV@mediastrategies.com

Date/Time Sent: 8/9/2012 3:38:09 PM

WFLA-TV

Page 2 of 2

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax VA 22030

Vote No On 6/ Issue
Submission Number 128 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	134650	Campaign Ref:	JM112081501
Buyer:	..	Client/Product/Estimate:	././11594	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vote No On 6/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 5a News ..W...	01	300	30 Comme	Nbr of Spots	1		1	300
2	M-F 5a News MT....	01	300	30 Comme	Nbr of Spots		2	2	600
3	M-F 530a News M.....	02	450	30 Comme	Nbr of Spots	1		1	450
4	M-F 530a News T....	02	450	30 Comme	Nbr of Spots		1	1	450
5	M-F 6a News MTWTF..	02	1000	30 Comme	Nbr of Spots	5		5	5000
6	M-F 6a News MT.....	02	1000	30 Comme	Nbr of Spots		2	2	2000
7	M-F 7a Today Show MTWTF..	02	1200	30 Comme	Nbr of Spots	5		5	6000
8	M-F 7a Today Show MT.....	02	1200	30 Comme	Nbr of Spots		2	2	2400
9	Sat 7a Today Show	02	650	30 Comme	Nbr of Spots	1		1	650
Weekly Totals: Total Spots(Ord Spots)						67	17	84	

Media Strategies & Research - VA
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Fairfax VA 22030

Vote No On 6/ Issue
Submission Number 128 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	134650	Campaign Ref:	JM112081501
Buyer:	..	Client/Product/Estimate:	. / . / 11594	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est/PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	Sun 8a Today Show S.....S	02	650	30 Comme	Nbr of Spots 1		1	650
11	M-F 9a Today Show II .T.TF..	02	900	30 Comme	Nbr of Spots 3		3	2700
12	M-F 9a Today Show II M.....	02	900	30 Comme	Nbr of Spots	1	1	900
13	M-F 3p Doctors MTWTF..	03	450	30 Comme	Nbr of Spots 5		5	2250
14	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
15	M-F 4p Dr Oz MTWTF..	03	725	30 Comme	Nbr of Spots 5		5	3625
16	M-F 4p Dr Oz M.....	03	725	30 Comme	Nbr of Spots	1	1	725
17	M-F 5p News M.W..F..	02	1250	30 Comme	Nbr of Spots 5		5	6250
18	M-F 530p News MTWTF..	02	1250	30 Comme	Nbr of Spots	1	1	1250
19	M-F 530p News M.....	02	1250	30 Comme	Nbr of Spots			
20	M-F 6p News	02	2000	30	Nbr of Spots 5		5	10000
Weekly Totals: Total Spots(Ord Spots)					67	17	84	

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Submission Number 128 Issue 1



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PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	134650	Campaign Ref:	JM112081501
Buyer:	...	Client/Product/Estimate:	J./11594	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
21	M-F 6p News M..... 1300	02	2000	30 Comme	Nbr of Spots	1	1	2000
22	M-F 7p News MTWTF.. 1300	02	1300	30 Comme	Nbr of Spots	5	5	6500
23	M-F 7p News M..... 1300	02	1300	30 Comme	Nbr of Spots	1	1	1300
24	M-F 730p Entertainment Tonight MTWTF.. 1300	02	1300	30 Comme	Nbr of Spots	5	5	6500
25	M-F 730p Entertainment Tonight M..... 1300	02	1300	30 Comme	Nbr of Spots	1	1	1300
26	Mon 8-10p ET / 7-9p CT Voice M..... 14000	02	14000	30 Comme	Nbr of Spots	1	2	28000
27	Tue 10p ET / 9p CT Parenthood T..... 4000	03	4000	30 Comme	Nbr of Spots	1	1	4000
28	Wed 9p ET / 8p CT Law & Order SVU ..W.... 4500	02	4500	30 Comme	Nbr of Spots	1	1	4500
29	Thu 9p ET / 8p CT Office ...T... 6000	02	6000	30 Comme	Nbr of Spots	1	1	6000
30	Fri 10p ET / 9p CT Dateline NBC Friday ...F.. 6500	02	6500	30 Comme	Nbr of Spots	1	1	6500
31	M-Su 11p News 1700	02	1700	30 Comme	Nbr of Spots	6	6	10200
Weekly Totals: Total Spots(Ord Spots)					67	17	84	

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax VA 22030

Vote No On 6/ Issue
Submission Number 128 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vote No On 6/ Issue	Submission Cost: 134650	Campaign Ref: JM112081501
Buyer: ..	Client/Product/Estimate: . / . / 11594	Sales Rep: WFLA Political
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
32	M-Su Late News Late Run S	02	1700	30 Comme	Nbr of Spots 1		1	1700
33	M-Su 11p News M.....	02	1700	30 Comme	Nbr of Spots	1	1	1700
34	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	03	675	30 Comme	Nbr of Spots 5		5	3375
35	M-F 1135p ET / 1035p CT Tonight Show M.....	03	675	30 Comme	Nbr of Spots	1	1	675
Weekly Totals: Total Spots(Ord Spots)					67	17	84	

Grand Totals			
		Month 11 Weeks: 4	
Totals		10/29	11/05
Spots	84	67	17
Cost	134650	104800	29750

Grand Totals:	Spots: 84
	Gross Total: 134,650.00
	Commission: 20,197.50
	Net Total: 114,452.50

WFLA - Tampa

Issue Inquiry Form

To: Station Political File
cc: Station Political Specialist

Date: 5/30/2012

Account Executive: Matt Oestreich Office: WFLA
Name of Issue: Vote NO on 6
City, Station Municipality: _____

Inquiry Made By: Chris Vail
Agency / Organization: Media Strategies and Research
Address: 11350 Random Hill Rd. Fairfax, VA 22030

Telephone: (703) 877-2000 Fax: (303) 764-9956

Issue Advertiser: Vote NO on 6
Address: _____
Telephone: 561-472-9940 Fax: _____

Committee Members...
Treasurer: Barbara Zdravecky Other: _____
Commercial Length: _____ Other: _____

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement:
Submitted to: Chris Vail Date: 5/30/12
Stations Requested: WFLA



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

REP: WFLA (Local) Misc
SLSP: WFLA Political
ADV: Vote No On 6/ Issue
PROD: Vote No On 6/ Issue

2012
INVOICE DATE 11/25/12
ORDER TYPE Political
WFLA I SS
11/25/12 JM112081501
WFLA
INVOICE NUMBER 0100033447
PAGE 1
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /11594
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 5a News									
	300.00	1	1	10/31	WE	05:27A	30 FL6-101H	300.00	
	300.00	2	2	11/05	MO	05:21A	30 FL6-101H	300.00	
				11/06	TU	05:20A	30 FL6-101H	300.00	
M-F 530a News									
	450.00	3	1	10/29	MO	05:57A	30 FL6-101H	450.00	
	450.00	4	1	11/06	TU	05:58A	30 FL6-101H	450.00	
M-F 6a News									
	1000.00	5	5	10/29	MO	06:40A	30 FL6-101H	1000.00	
				10/30	TU	06:59A	30 FL6-101H	1000.00	
				10/31	WE	06:45A	30 FL6-101H	1000.00	
				11/01	TH	06:58A	30 FL6-101H	1000.00	
				11/02	FR	06:11A	30 FL6-101H	1000.00	
	1000.00	6	2	11/05	MO	06:59A	30 FL6-101H	1000.00	
				11/06	TU	06:43A	30 FL6-101H	1000.00	
M-F 7a Today Show									
	1200.00	7	5	10/29	MO	08:29A	30 FL6-101H	1200.00	
				10/30	TU	08:42A	30 FL6-101H	1200.00	
				10/31	WE	08:58A	30 FL6-101H	1200.00	
				11/01	TH	08:56A	30 FL6-101H	1200.00	
				11/02	FR	08:43A	30 FL6-101H	1200.00	
	1200.00	8	2	11/05	MO	08:56A	30 FL6-101H	1200.00	
				11/06	TU	08:26A	30 FL6-101H	1200.00	
Sat 7a Today Show									
	650.00	9	1	11/03	SA	07:59A	30 FL6-101H	650.00	
Sun 8a Today Show									
	650.00	10	1	11/04	SU	08:29A	30 FL6-101H	650.00	
M-F 9a Today Show II									

*** Continued ***

PERIOD COST	137,875.00	85 Total Units			
		ACTUAL GROSS BILLING	133,150.00	Debits	10,500.00
		AGENCY COMMISSION	19,972.50	Credits	15,225.00-
		NET DUE	113,177.50	TOTAL RECONCILING	4,725.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER
Vote No On 6/ Issue

PRODUCT
Vote No On 6/ Issue

INVOICE NUMBER 0100033447
BROADCAST MONTH 10/29/2012 - 11/25/12
AMOUNT DUE 113,177.50

REMIT TO:

*00175

000034214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000034214 00000100033447 011317750 9



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

REP: WFLA (Local) Misc
SLSP: WFLA Political
ADV: Vote No On 6/ Issue
PROD: Vote No On 6/ Issue

2012
INVOICE DATE 11/25/12
ORDER TYPE Political
WFLA I SS
JM112081501
WFLA
INVOICE NUMBER 0100033447
PAGE 2
BROADCAST MONTH 10/29/2012 - 11/2

REF#: . / . /11594
Desc: Campaign Option Number 1, Booking1

SCHEDULE DATES
10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
	900.00	11 3	10/30	TU	09:56A	30 FL6-101H	900.00		
			11/01	TH	09:57A	30 FL6-101H	900.00		
			11/02	FR	09:29A	30 FL6-101H	900.00		
	900.00	12 1	11/05	MO	09:57A	30 FL6-101H	900.00		
M-F 3p Doctors					*WFLA	:30 Commercial			
	450.00	13 5	10/29	MO	03:29P	30 FL6-101H	450.00		
			10/30	TU	03:14P	30 FL6-101H	450.00		
			10/31	WE	03:26P	30 FL6-101H	450.00		
			11/01	TH	03:31P	30 FL6-101H	450.00		
			11/02	FR	03:48P	30 FL6-101H	450.00		
	450.00	14 1	11/05	MO	03:55P	30 FL6-101H	450.00		
M-F 4p Dr Oz					*WFLA	:30 Commercial			
	725.00	15 5	10/29	MO	04:11P	30 FL6-101H	725.00		
			10/30	TU	04:20P	30 FL6-101H	725.00		
			10/31	WE		30	.00	Preempt S	725.00-
								pecial N	
								ews Rpt	
			11/01	TH	04:09P	30 FL6-101H	725.00		
			11/02	FR	04:28P	30 FL6-101H	725.00		
	725.00	16 1	11/05	MO	04:37P	30 FL6-101H	725.00		
M-F 5p News					*WFLA	:30 Commercial			
	1250.00	17 3	10/29	MO	05:23P	30 FL6-101H	1250.00		
			10/31	WE	05:14P	30 FL6-101H	1250.00		
			11/02	FR	05:13P	30 FL6-101H	1250.00		
M-F 530p News					*WFLA	:30 Commercial			
	1250.00	18 5	10/29	MO	05:45P	30 FL6-101H	1250.00		
			10/30	TU	05:44P	30 FL6-101H	1250.00		
			10/31	WE	05:52P	30 FL6-101H	1250.00		
			11/01	TH	05:58P	30 FL6-101H	1250.00		
			11/02	FR	05:44P	30 FL6-101H	1250.00		
	1250.00	19 1	11/05	MO	05:58P	30 FL6-101H	1250.00		
M-F 6p News					*WFLA	:30 Commercial			
	2000.00	20 5	10/29	MO	06:14P	30 FL6-101H	2000.00		
			10/30	TU	06:23P	30 FL6-101H	2000.00		
			10/31	WE	06:13P	30 FL6-101H	2000.00		
			11/01	TH	06:11P	30 FL6-101H	2000.00		
			11/02	FR	06:23P	30 FL6-101H	2000.00		
	2000.00	21 1	11/05	MO	06:23P	30 FL6-101H	2000.00		
M-F 7p News					*WFLA	:30 Commercial			
	1300.00	22 5	10/29	MO	07:11P	30 FL6-101H	1300.00		
			10/30	TU	07:13P	30 FL6-101H	1300.00		
			10/31	WE	07:14P	30 FL6-101H	1300.00		
			11/01	TH	07:24P	30 FL6-101H	1300.00		
			11/02	FR	07:11P	30 FL6-101H	1300.00		
	1300.00	23 1	11/05	MO	07:24P	30 FL6-101H	1300.00		
M-F 730p Entertainment Tonight					*WFLA	:30 Commercial			
	1300.00	24 5	10/29	MO	07:55P	30 FL6-101H	1300.00		
					*** Continued ***				

PERIOD COST 137,875.00

85 Total Units
ACTUAL GROSS BILLING 133,150.00
AGENCY COMMISSION 19,972.50
NET DUE 113,177.50

SUB-TOTALS Debits 10,500.00
Credits 15,225.00-
TOTAL RECONCILING 4,725.00CR

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INVOICE / AFFIDAVIT

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11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

REP: WFLA (Local) Misc
SLSP: WFLA Political
ADV: Vote No On 6/ Issue
PROD: Vote No On 6/ Issue

2012 WFLA I SS
INVOICE DATE 11/25/12 JM112081501
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033447 PAGE 3 BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF: . / . /11594
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
			10/30	TU	07:56P	30 FL6-101H	1300.00		
			10/31	WE	07:56P	30 FL6-101H	1300.00		
			11/01	TH	07:54P	30 FL6-101H	1300.00		
			11/02	FR	07:54P	30 FL6-101H	1300.00		
1300.00 25 1			11/05	MO	07:40P	30 FL6-101H	1300.00		
Mon 8-10p ET / 7-9p CT Voice						*WFLA :30 Commercial			
14000.00 26 2			10/29	MO	08:48P	30 FL6-101H	14000.00		
			11/05	MO	08:44P	30 FL6-101H	14000.00		
Tue 10p ET / 9p CT Parenthood						*WFLA :30 Commercial			
4000.00 27 1			10/30	TU			.00	Preempt Program Change	4000.00-
Wed 9p ET / 8p CT Law & Order						*WFLA :30 Commercial			
4500.00 28 1			10/31	WE	09:44P	30 FL6-101H	4500.00		
Thu 9p ET / 8p CT Office						*WFLA :30 Commercial			
6000.00 29 1			11/01	TH			.00	Preempt Program Change	6000.00-
Fri 10p ET / 9p CT Dateline NB						*WFLA :30 Commercial			
6500.00 30 2			11/02	FR			.00	Preempt Program Change	.00-
			11/02	FR	10:52P	30 FL6-101H	6500.00	MAKEGOOD	6500.00
M-Su 11p News			MG FOR: 40	11/02		*WFLA :30 Commercial			
1700.00 31 6			10/29	MO	11:25P	30 FL6-101H	1700.00		
			10/30	TU	11:13P	30 FL6-101H	1700.00		
			10/31	WE	11:24P	30 FL6-101H	1700.00		
			11/01	TH	11:29P	30 FL6-101H	1700.00		
			11/02	FR	11:14P	30 FL6-101H	1700.00		
			11/03	SA	11:27P	30 FL6-101H	1700.00		
M-Su Late News Late Run						*WFLA :30 Commercial			
1700.00 32 1			11/04	SU	12:14A	30 FL6-101H	1700.00	Sports Overrun	
M-Su 11p News						*WFLA :30 Commercial			
1700.00 33 1			11/05	MO	11:32P	30 FL6-101H	1700.00		
M-F 1135p ET / 1035p CT Tonight						*WFLA :30 Commercial			
675.00 34 5			10/29	MO	12:30A	30 FL6-101H	675.00		
			10/30	TU	11:58P	30 FL6-101H	675.00		
			10/31	WE	12:09A	30 FL6-101H	675.00		
			11/01	TH	11:45P	30 FL6-101H	675.00		
			11/02	FR	12:31A	30 FL6-101H	675.00		
675.00 35 1			11/05	MO	12:30A	30 FL6-101H	675.00		
Tue 10p ET / 9p CT Go On						*WFLA :30 Commercial			
4000.00 36 1			10/30	TU			.00	Preempt Program	.00-

*** Continued ***

PERIOD COST 137,875.00

85 Total Units
ACTUAL GROSS BILLING 133,150.00
AGENCY COMMISSION 19,972.50
NET DUE 113,177.50

SUB-TOTALS Debits 10,500.00
Credits 15,225.00-
TOTAL RECONCILING 4,725.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

REP: WFLA (Local) Misc
SLSP: WFLA Political
ADV: Vote No On 6/ Issue
PROD: Vote No On 6/ Issue

2012 WFLA I SS
INVOICE DATE 11/25/12 JM112081501
ORDER TYPE Political WFLA
INVOICE NUMBER PAGE BROADCAST MONTH
0100033447 4 10/29/2012 - 11/2
SCHEDULE DATES
10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS

REF#: . / . /11594
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
NBC News Special	4000.00	37	1	10/30	TU	10:38P	30 FL6-101H :30 Commercial	4000.00	Change	
				MG FOR:	36	10/30			MAKEGOOD	4000.00
Thu 10p ET / 9p CT Rock Center	3000.00	38	1	11/01	TH	10:17P	30 FL6-101H :30 Commercial	3000.00		
Fri 8p Star Watch Primetime	3000.00	39	1	11/02	FR		30 :30 Commercial	.00	Preempt Program Change	3000.00-
Fri 10p ET / 9p CT Revolution	6500.00	40	1	11/02	FR		30 :30 Commercial	.00	Preempt Program Change	.00-
Sat 7p Star Watch	1500.00	41	1	11/03	SA		30 :30 Commercial	.00	Preempt Sports Over run	1500.00-
M-F 7a Today Show	2000.00	42	1	11/05	MO	08:26A	30 FL6-101H :30 Commercial	2000.00		
M-F 11a Daytime	225.00	43	1	11/05	MO	11:59A	30 FL6-101H :30 Commercial	225.00		
Total Airtime Gross Spot Revenue:	133,150.00									

PERIOD COST 137,875.00

85 Total Units
ACTUAL GROSS BILLING 133,150.00
AGENCY COMMISSION 19,972.50
NET DUE 113,177.50

SUB-TOTALS Debits 10,500.00
Credits 15,225.00-
TOTAL RECONCILING 4,725.00CR

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